

Our Case No. 12729-86
Client Reference No.: Y00160US00

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:)	
MALLON et al.)	
)	Examiner: Beth Van Doren
)	
Serial No.: 09/884,821)	Group Art Unit No.: 3623
)	
Filing Date: June 18, 2001)	Confirmation No.: 3509
)	
For: METHOD AND SYSTEM FOR)	
PREDICTING AGGREGATE)	
BEHAVIOR USING ON-LINE)	
INTEREST DATA)	

AMENDMENT AND RESPONSE

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Ma'am:

In reply to the Final Office Action dated December 18, 2007, please enter the below amendment as follows:

Amendments to the Claims are reflected in the listing of the claims which begins on page 2 of this paper.

Remarks begin on page 9 of this paper.